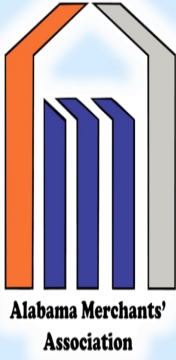


SPRING 2018



THE AMA TIMES



ETHICS IN ACTION
THE AGA KHAN DEVELOPMENT NETWORK



UNITY TRUST ETHICS

AMA PREFERRED VENDORS

Company Name	Contact Person	Phone Number
Aardwolf Pest Control	Mark Durden	205-753-3694
Alabama Crown	James Price	205-605-1421
ATM Link	Minhas Vellani	281-568-4443
Bimbo Bakeries	Trey Burdette	912-271-1883
BTC Wholesale Distributors	Frank D'Amico III	205-324-2581
BTC Wholesale Distributors	Chris D'Amico	205-999-2044
Buffalo Rock Birmingham	Booker Ware	205-335-5141
Card Service International	Mohammed Moinuddin	404-354-5490
Cary Oil	Mike Dowling	225-751-3998
Chilly's Ice Cream	Ricky McDuffie	251-721-0601
Clothes Bin	Elizabeth Hall	833-252-5684
Coco cola bottling company united	Jeff Graham	205-849-4785
Coco cola bottling company united	Brandon Higgins	205-453-5187
Frito Lay	Joe Shelley	205-432-8233
Golden Flake	John Rainey	205-242-0546
Gordon Food Services	Laura Alexander	205-586-2214
Gulf Distributing Company (7UP)	Lane Harbin	205-251-8010
Gulf Distributing Company (Nesquick)	Paul Gwarjanski	205-306-9628
Gulf Distributing Company (Redbull)	Joey Irelan	850-554-6261
Modisoft	Sohail	346-901-1101
Petrey Wholesale	Sandra Higginbotham	205-427-8002
Red Diamond Food Service	Ryan Greipenstroh	205-382-3740
Sanico	Cara Hunter	205-422-5836
The Icee Company	Paul Chappell	770-277-7901
Twin City	Johanna Bottoms	334-745-4564
United-Johnson Brothers	Michael Gruber	205-281-3402
World Pay	Che C. Powell	678-587-1450

Members who do not receive a response within 72 hours from approved vendors, those listed

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PRESIDENT'S LETTER

Dear Members,

Jubilee Mubarak!

Wow! What a whirlwind of emotions and joy these past months have been!

As I reminisce about the Diamond Jubilee Mulaqat event and celebrations, I cannot be anything but grateful for all the blessings and opportunities that have been shared with the global jamat. Over the course of the next twelve months, in keeping with the tradition of launching new development initiatives during a Jubilee year, His Highness the Aga Khan will announce the creation of new development institutions and projects and the significant expansion of existing ones. This means more occasions to celebrate and contribute towards the common goal of the betterment and upliftment of our families and the global jamat.

Historically, Jubilee years have been marked with prosperity and progress. In the Ismaili tradition, the Imam's jubilee celebrations offer occasions to launch new social, cultural and economic development projects. In keeping with the ethics of the faith, these projects aspire to improve the quality of life for the most vulnerable in society. These initiatives are now part of the Aga Khan Development Network (AKDN), a group of agencies with mandates ranging from health and education to architecture, microfinance, disaster reduction, rural development, and the promotion of private-sector enterprise and the revitalization of historic cities – all of which are catalysts for development.

Earlier, our vendor partners got a glimpse of AKDN in action by attending "Ethics in Action" exhibit. The event was professionally executed and very well received. It portrayed to our vendor partners, how the money raised during AKF run events is actually utilized to impact the global community and is guided by the Islamic ethic of compassion for those less fortunate, the AKDN works for the common good of all citizens, regardless of their gender, origin or religion.

Talking about progress, we have installed Media Box in all our member stores and are now ready to offer incentives which members will start seeing soon. In the same vein, our compliance is at 97% and I would like to congratulate our membership for staying united and compliant for the greater good. By strengthening our membership and staying compliant we all can reach lucrative bargaining power and better deals for all.

As we continue to enjoy the Jubilee year and bask in the glory of abundant blessings, we will continue to follow His Highness's guidance for unity in the jamat, working together for the betterment of our families and the global jamat and share best practices and knowledge with the community at large.

In closing, I would like to share words from His Highness The Aga Khan's speech in India made on March 11th. 1958:

"The Ismailis have always prided themselves on their highly developed social conscience. Our faith teaches us that we have obligations far beyond our own or even our family's interests. If you remain united, work towards community progress, and respect your leaders, you will, I am sure, go far".

-Parvez Mulji

President of Alabama Merchants' Association



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Ethic in Action

Alabama residents explore *Ethics in Action* exhibition at the Ismaili Jamat Khana in Birmingham

On Thursday, February 15, 2018, Alabama Merchants' Association (AMA) invited its vendor partners and colleagues to visit the Ismaili Jamat Khana for a tour of the exhibition [Ethics in Action: The Aga Khan Development Network \(AKDN\)](#). Representatives from the Coca-Cola United, Pepsi, Red Diamond, Aardwolf Pest Control and others had an opportunity to learn about the global work of the AKDN and explore stories of people and communities who have benefited from AKDN's work in education, healthcare, economic and rural development, infrastructure, environmental sustainability and culture.



Ethics in Action has been touring the United States for the last few months as part of the Diamond Jubilee celebrations, commemorating 60 years of leadership and service of His Highness the Aga Khan, the 49th hereditary Imam (spiritual leader) of the Shia Ismaili Muslims and the Founder and Chairman of the Aga Khan Development Network. In February and March, the exhibition was hosted at the [Georgia State Capitol and Houston City Hall respectively](#).



Inspired by the ethics of Islam, the work of the AKDN seeks to improve the human condition of all people regardless of religion, race, gender or nationality. The exhibition layout included a canopy to represent the AKDN umbrella where its various agencies collaborate holistically in improving the quality of life and lifting millions of people out of poverty and onto a path of self-reliance. The exhibition showcased eight panels representing the ethics that underpin AKDN’s work such as, Inclusiveness, Compassion, Education, Healthcare, Governance, Self-Reliance, Sound Mind, and Sustainable Environment. The exhibition also had an interactive map displaying the scope of AKDN’s work in over 30 countries and a virtual reality station highlighting individual projects. The artifacts on display shared stories of local artisans who benefited from AKDN’s projects aimed at promoting self-reliance.

Local projects, hosted by the Ismaili Muslim community of the Southeastern United States, highlighting community values of knowledge sharing, service for the betterment of society, and embracing pluralism and appreciating diversity were also exhibited. *Ethics in Action: The Aga Khan Development Network* illustrates the important role civil society plays in promoting a stable and peaceful future for all.

Faith ... “is a force that should deepen our concern for our worldly habitat, for embracing its challenges, and for improving the quality of human life...” His Highness the Aga Khan addressing the Canadian Parliament in 2014





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5 Ways to Increase Your Store Traffic

Brought to you by Paytronix.

Brands are always looking for new ways to get customers to come into the store more frequently. There are many ways to increase store traffic, from implementing a loyalty program to simple promotions for discounted fuel and in-store products. But what are some of the ways you can increase your store visits in the short and long-term?

Here are five ways that you can attract new visitors and generate more loyalty from your customers.



1. Start with millennials. According to a report from Coca-Cola published in CSP Daily News, Millennials in 2018 will have a global net income of 3.4 trillion dollars, a huge amount of money that makes them the generation with the highest purchasing power. Being able to capture this generation and generate loyalty from them can be a big boost to a brand, especially since this will only grow as millennials get older and move up in their careers. So, what can you do to get this generation into your stores? Millennials look for three main things from brands: simplicity, a personal touch and convenience. Make sure all promotions and loyalty programs are simple to understand, state a clear value proposition for your millennial customers and are relevant to each customer.

2. Better promotions at the pump. Getting customers to go into the store from the fuel pump is one of the biggest challenges convenience store marketers are experiencing right now. Simple promotions that are tied to products in the store such as “buy x amount of product, get x cents off per gallon” are very effective at capturing those fuel-only customers’ attention and getting them to step inside the store. In fact, according to the report from Coca-Cola, 73% of customers say that the best promotions are the ones that have discounted fuel with in-store purchases.

3. Go mobile. According to a study by Coca-Cola®, millennials check their phone 157 times per day. That means there is a large opportunity to reach millennial customers on the device that they are on all the time. Optimizing for mobile messages, such as push notifications, or using geofencing is key to reaching these customers. In fact, geofencing messages can be tremendously successful. Data from our clients at Paytronix shows brands that implement these messages see 30 to 40% of the customers who receive that message come into the store to take advantage of the offer within 24 hours. Mobile messages can provide an almost immediate lift to store visits and sales.

4. Promote food service. Food service is becoming a big part of convenience stores today, with prepared and made-to-order food a major draw in for customers. Promoting limited-time offers tied to food items can greatly enhance a store’s visits, especially with millennials. The Coca-Cola study noted that about half of all millennials say that limited time offers are very enticing and something that they are on the lookout for.

5. Segment and target. To create a bond between the brand and its customers and maximize the impact marketers have on revenue creation, market segmentation is essential. Within any customer base, there are segments of people with shared interests and motivational factors. When marketers develop insights into their customer base that reveal common motivators, the result is a powerful, profitable marketing strategy. By identifying market segments, a store’s marketing messages, offers, and message cadence can be tailored to each segment based on their common needs and behavioral patterns. The result is greater audience reach, more revenue, and higher profitability.



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Our Company Offers Other Services

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Moisture Control
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Exterior Bait Boxes

Remodeling

Thank you in advance for your business!!!!

Vendor Spotlight

The team @ Gulf Distributing and Red Bull is excited for our partnership in 2018 and looking forward to a great year for AMA and GDH. Gulf Distributing has already completed a reset in over 250 stores in less than 2 months, placing Red Bull in the agreed 3 shelves for 2018. While doing these resets, Gulf Distributing also made sure that the store was left 100% clean and in accordance to the reset/POG guidelines. We did not have that much pushback and if we did, we were able to work it out as a team.

AMA is on track for the 2018 plan and through Q1 is already up 138.3% over 2017 and 17.1% over 2016 sales! We successfully ran a 12oz promotion in late February and March, where 80+ AMA Members took advantage and displayed the product. We also had our 16/20oz on promotion in March, assisting in driving sales and profits. With this continued partnership and solid plan in place, AMA and Gulf Distributing/Red Bull are on pace to have a record and profitable year in 2018.

As we move forward in 2018, we will have more promotions throughout the year and continue to grow sales and profits. Also, on April 30th, we will be launching the Limited Time offer Red Bull Summer Edition, Coconut Berry. This is a great looking 12oz single can package, with a great taste. This item will sell fast and is only available this Summer. We look forward to working with the members on placement of this item starting April 30th.

Thanks again for the continued support and great partnership, we are looking forward to the road ahead.

LAUNCHING APRIL 30TH



Joey Irelan

Gulf Distributing Holdings
Managing Director - Red Bull





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